

# **Rethinking creativity: creative industries, AI and everyday creativity**

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## **Abstract**

This commentary reflects on how creativity is dehumanised (and rehumanised) and how its labour aspects are hindered (and highlighted) in the three recent developments in our understanding of arts, culture and creativity: the creative industries; AI creativity; and creativity in everyday life. The creative industries discourse instrumentalises and dehumanises creativity by hiding labour perspectives and treating creativity as human capital and a generator of IP. Meanwhile, contemplating AI creativity helps us to look beyond the economic paradigm and consider key traits of human creativity and the creation process, some aspects of which are successfully emulated by AI. Yet, we also observe how AI dissociates creativity from human agency and how its cost-cutting effect can challenge human creators in many sectors. Finally, the idea of everyday creativity effectively rehumanises and democratises creativity; however, it not only lacks labour perspectives but also hinders them.